

The Web Design Process

by Michael Locke

09/27/10

Overview

The purpose of this presentation is to demonstrate my ability to brainstorm, conceptualize, wireframe and design for the web.

Objective

The objective of this project is to identify a section of a sports website and propose a different design based on my preference and experience.

Methodology

My method for designing can be summed up in four simple steps:

1. Identify Requirements
2. Create Ideas
3. Implement Design
4. Evaluate Results

Step 1: Define the Business Requirements

The first step in the design process is to define the business requirements.

The requirements for this project are:

1. Keep the page simple.
2. Highlight current statistics and profile information.
3. Latest news regarding player or team should be prominently displayed.
4. Fantasy ranking and general information (percentage owned, avg draft, etc.) needs to be easily accessible and linked to fantasy page.
5. Overall design of this page should be exciting and bold while maintaining a clean interface.

Step 2: Competitive Analysis (Research)

After defining the business requirements, I conduct research amongst competitors and similar leading websites. For this project I have analyzed the profile pages of popular websites (Yahoo!, ESPN.com, MLB.com, and FOX Sports).

The screenshot shows the ESPN.com MLB profile for Jimmy Rollins, #11 SS of the Philadelphia Phillies. The page features a navigation bar with various sports categories, a search bar, and a main header for the Philadelphia Phillies. The profile includes a player photo, name, position, and team. Key statistics are displayed, such as batting average (.321), home runs (368), and stolen bases (29.7). A 'Status Alert' indicates that Rollins is expected to play only part of Wednesday's game. The page also includes a 'Next Game' section, a 'Player Profile' section with career statistics, and a 'Fantasy' section with a 'Fantasy Points by Date' chart.

The screenshot shows the Yahoo! Sports MLB profile for Jimmy Rollins, #11 Shortstop of the Philadelphia Phillies. The page features a navigation bar with various sports categories, a search bar, and a main header for the Philadelphia Phillies. The profile includes a player photo, name, position, and team. Key statistics are displayed, such as batting average (.321), home runs (368), and stolen bases (29.7). A 'Status Alert' indicates that Rollins is expected to play only part of Wednesday's game. The page also includes a 'Next Game' section, a 'Player Profile' section with career statistics, and a 'Fantasy' section with a 'Fantasy Points by Date' chart.

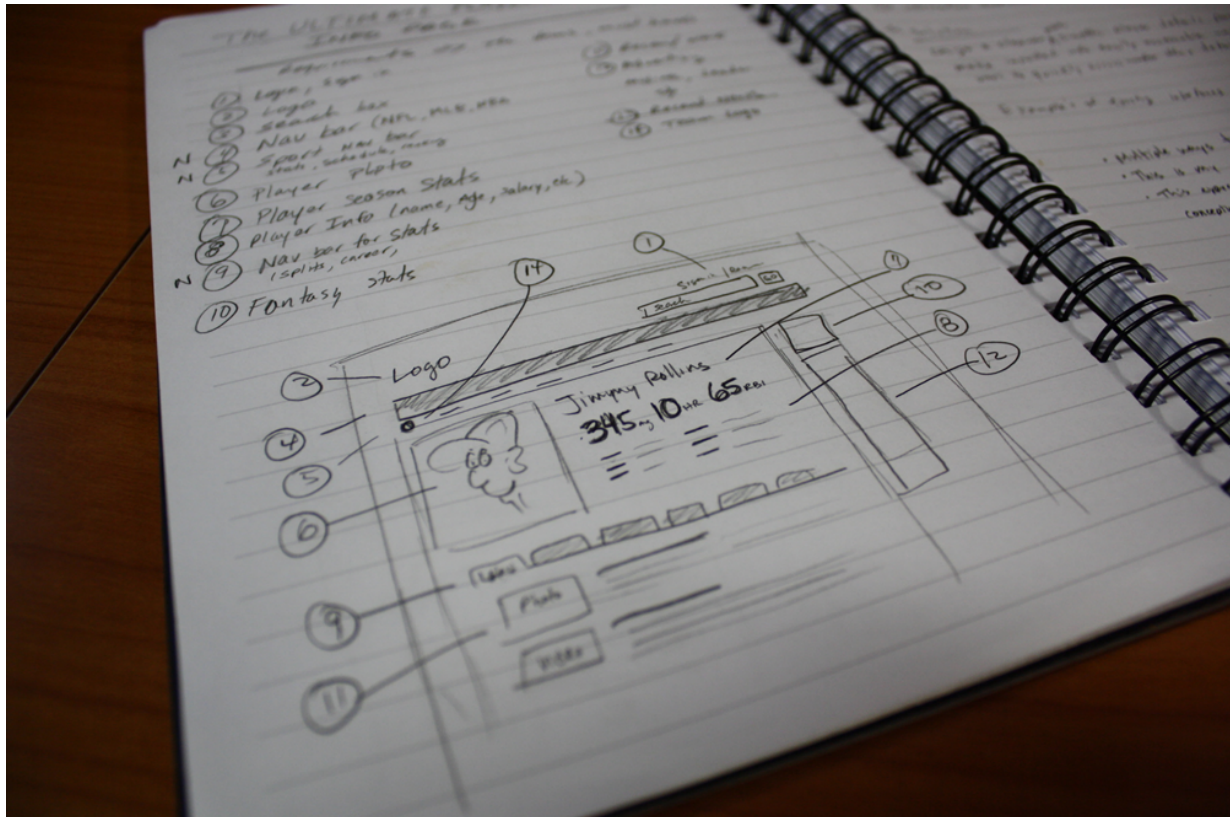
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The screenshot shows the FOX Sports profile for Jimmy Rollins, #11 Shortstop of the Philadelphia Phillies. The page features a navigation bar with various sports categories, a search bar, and a main header for the Philadelphia Phillies. The profile includes a player photo, name, position, and team. Key statistics are displayed, such as batting average (.321), home runs (368), and stolen bases (29.7). A 'Status Alert' indicates that Rollins is expected to play only part of Wednesday's game. The page also includes a 'Next Game' section, a 'Player Profile' section with career statistics, and a 'Fantasy' section with a 'Fantasy Points by Date' chart.

The goal of the competitor analysis is to assess other designs and identify areas where improvement can be made.

Step 3: Brainstorming, Conceptual Thinking and Sketching

Brainstorming, conceptual thinking and sketching out ideas is the most exciting and important phase in the design process. Individually or as a group, this is the opportunity to be creative, generate new ideas and concepts. The ultimate goal in this phase is to finalize a rough concept of the design.



Step 4: Lo-Fidelity Wireframe


Using the results from the brainstorming session, I will mock-up a lo-fi wireframe using tools such as MS Visio, Omnigraffle or a web-based wireframing application.

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Jimmy Rollins, #11 SS

.365Avg.11HR86RBI

Full Name: Jimmy King RollinsWeight: 187 lbsSalary (2010): \$22,000,000

Birth Date: New York, NYHeight: 6' 3"Drafted: 2nd round 1st pick by NY

Birth Place: New York, NYBats: RightExperience: 14yrs

Age: 34Throws: RightCollege: University, Texas

[FANTASY STATS](#)


100%

OWN

26.3 AVG DRAFT

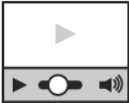
59% START

Headlines Career Stats Season Log Splits Situational Stats Photos Videos



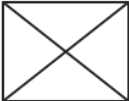
[Rollins walk-off lifts the Phillies over the St. Louis Cardinals](#)

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[Jimmy Rollins placed on the disabled list \(video\)](#)

Lorem ipsum dolor sit amet, maiores ornare ac fermentum, imperdiet ut vivamus a, nam lectus at nunc. Cum quam euismod sem, semper ut potenti pellentesque quisque.



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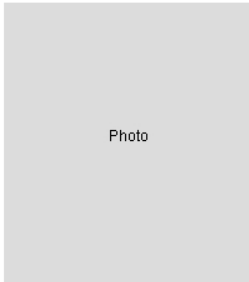
Step 5: Hi-Fidelity Wireframe

Once satisfied with the initial draft, using Adobe Fireworks I will create a detailed wireframe with specific fonts, icons and container sizes.

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Photo

Jimmy Rollins, #11 SS



.365 Avg. **11** HR **86** RBI

[Season Stats](#)

[2010 Photos](#)

[Career Stats](#)

Full Name: Jimmy King Rollins **Weight:** 187 lbs **Salary (2010):** \$8,500,000
Birth Date: July, 17 1975 **Height:** 6' 3" **Drafted:** 2nd round, 1st pick by NY
Birth Place: New York, NY **Bats:** Left **Experience:** 14 yrs
Age: 35 **Throws:** Right **College:** University, Texas

FANTASY RATING

100% OWN

26.3 AVG DRAFT

59% START

Headlines

Career Stats

Season Log

Photos

Videos

Photo

Rollins walk-off lifts the Phillies over the St. Louis Cardinals

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Phillies Clinch NL East

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[Watch](#)

Photo

Jimmy Rollins added to the DL

Lorem ipsum dolor sit amet, maiores ornare ac fermentum, imperdiet ut vivamus a, nam lectus at nunc. Cum quam euismod sem, semper ut potenti pellentesque quisque.

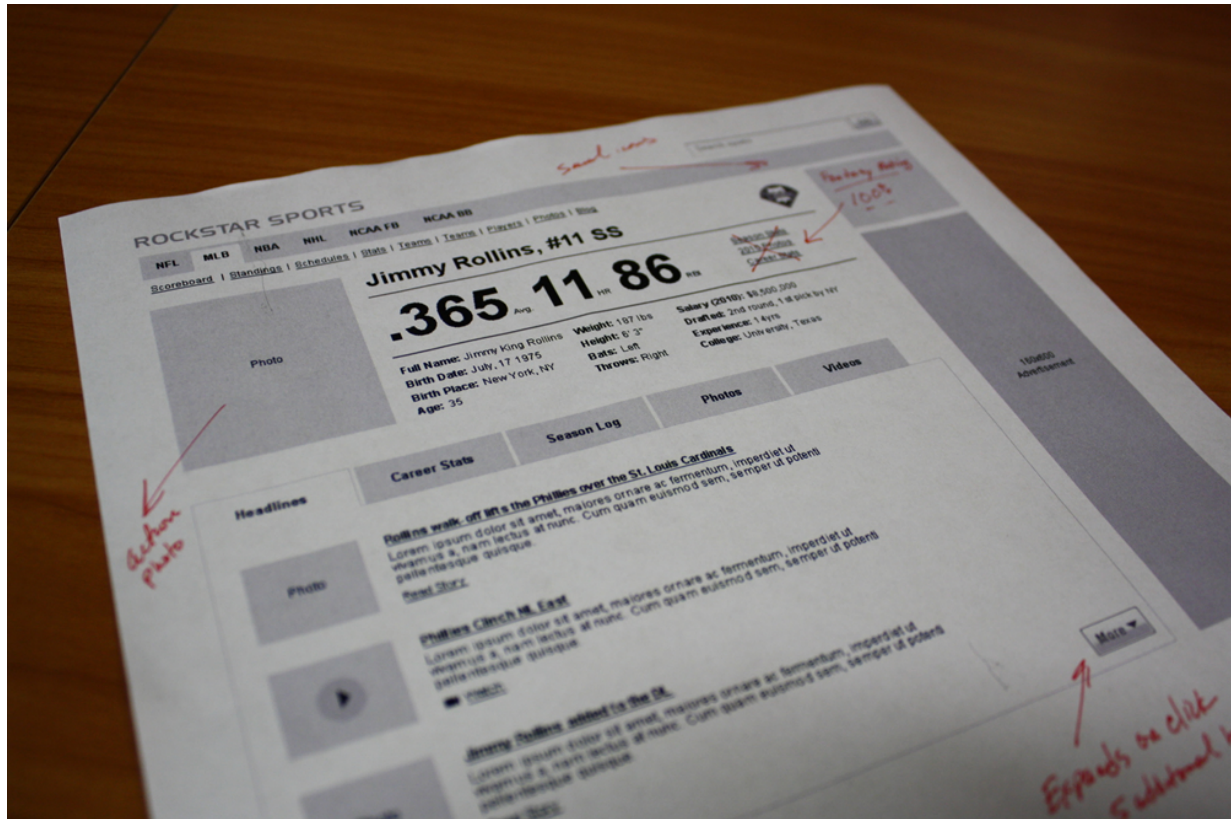
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Step 6: Wireframe Review & Corrections

With a hi-fi wireframe in place, I will review, evaluate and make corrections.



Step 7: Add Specifications and Finalize

The final wireframe includes instruction and detailed specifications. This document is then used as a reference for designing visual mock-ups.

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2 Photo

3 **Jimmy Rollins, #11 SS**

4 **FANTASY RATING**
100% OWN
26.3 AVG DRAFT
59% START

5 **.365** Avg. **11** HR **86** RBI

Season Stats
2010 Photos
Career Stats

6 **Full Name:** Jimmy King Rollins **Weight:** 187 lbs **Salary (2010):** \$8,500,000
Birth Date: July, 17 1975 **Height:** 6' 3" **Drafted:** 2nd round, 1st pick by NY
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7 **Headlines** Career Stats Season Log Photos Videos

8 **Rollins walk-off lifts the Phillies over the St. Louis Cardinals**
Lorem ipsum dolor sit amet, maiores ornare ac fermentum, imperdiet ut vivamus a, nam lectus at nunc. Cum quam euismod sem, semper ut potenti pellentesque quisque.
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Phillies Clinch NL East
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[Watch](#)

Jimmy Rollins added to the DL
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1. **Navigation** - 960x40 pixel, Arial bold 13pt font - for sub nav links use Arial, 12pt font
2. **Player Photo** - 200x225 pixel, preferably action photo (not posed)
3. **Current Statistics** - Arial bold 70pt font - for player name use Arial bold 28pt font
4. **Fantasy Rating** - Links to fantasy rating page - for own percentage, use Arial 28 regular
5. **Stat Links** - These will link to the respective tab below, and entire page will anchor to location
6. **Profile Info** - Arial 12pt font
7. **Tabs** - Tabs should be large, 45px in height using Arial bold 13pt for links (no underline)
8. **Headlines** - Photo/videos 102x80 px, Arial bold 12pt for headline link, 200 characters limit
9. **"More" button** - When clicked, 5 more headlines should display in a smooth transition

Step 8: Design Visual Mock-Ups

With the final wireframes and specifications completed, the visual design mock-up is produced.

ROCKSTAR SPORTS

Search sports **GO**

NFL **MLB** NBA NHL NCAA FB NCAA BB

Scoreboard | Standings | Schedules | Stats | Teams | Teams | Players | Photos | Blog



Jimmy Rollins, #11 SS

.365 Avg. **11** HR **86** RBI

Season Stats
2010 Photos
Career Stats

FANTASY RATING
100% OVN
26.3 AVG DRAFT
59% START

2010 CADILLAC CTS SPORT SEDAN

"MAYBE THE BEST AMERICAN CAR EVER MADE."
-CAR AND DRIVER, JAN. 2010

*Made in the USA of US and globally sourced parts

Headlines	Career Stats	Season Log	Photos	Videos
 <p>Rollins walk-off lifts the Phillies over the St. Louis Cardinals Lorem ipsum dolor sit amet, maiores ornare ac fermentum, imperdiet ut vivamus a, nam lectus at nunc. Cum quam euismod sem, semper ut potenti pellentesque quisque.</p>				
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